

Store Hours:
9:00 to 5:30**Gimbel Brothers**
32nd ST-BROADWAY-33rd ST-NEW YORKPiano and Phonograph Section
Open Evenings Until 9 o'ClockAfter 5.30 P. M. use 33rd Street entrance
near Broadway**Gimbel Brothers**
32nd ST-BROADWAY-33rd ST-NEW YORKFor Other Gimbel
News, See Pages
16 and 17.

Second Annual Great Spring Drive for 100,000 New Customers During April

Every Member of the Store Family United In This Determined and Enthusiastic Campaign to Surpass the Remarkable Record of April a Year Ago

EXTRAORDINARY VALUES ALL THROUGH APRIL

Inspired by the tremendous sales-increases of the past half year, the Gimbel Store has pledged itself to roll up a magnificent total for the month of April. Broadly speaking, we plan to show for the month an increase of a million dollars. And shall endeavor to do so by adding to our clientele a hundred

thousand new customers. Which result may not well be achieved by other means than the offering of remarkable values. And unprecedented value-giving will be the motive power of the sale. In April, mind you, before and immediately succeeding Easter, at a time when profits might well be at their zenith comes this great event with its

Savings of From 10 up to 50 per cent.

Not in one department remember; nor in a half dozen; but in every important section of the store. Let the few items featured on this page give you a hint of the whole intensive program.

Boys' Better Suits

Greatly Reduced Tomorrow

\$35.00

for Fellows of 8 to 18

\$35 might be a very substantial price for some boys' suits—but not for these. For every one of them is marked much higher in our regular stock—and even the higher price is a moderate one. Two pairs of trousers with each suit—and all fabrics are all wool. Made by one of our best manufacturers in new and correct models. Good colorings and patterns.

On Sale Tomorrow at 9 A. M.

GIMBELS—Fourth Floor

6-Button Slip-on Glace Kid Gloves

P. K. sewn; white only

\$3.39

This price is for Thursday only—and we hope you'll come Thursday to share in the best and smartest glove-value we've seen. Heavily embroidered in black or white.

Sirap-wrist Capeskin Gloves \$4.39
The glove for your new tailor-made. Gored at side, 4 needle-embroidered back. A wonder-price, of course.

On Sale Tomorrow at 9 A. M.

GIMBELS—Main Floor

All Wool Tricotines

At Less than Today's Cost

54 inches wide

\$4.75 a Yard

This all wool Tricotine, so favored by fashion for the Spring suit and gown, offers exceptional opportunity. We have not offered before this season so fine a quality at so low a price.

FOR TOMORROW ONLY

In two shades of navy blue, medium and dark brown, blue bird and Japan blue, tan, Castor and Rookie shades, black, steel and taupe.

On Sale Tomorrow at 9 A. M.

GIMBELS—Second Floor

2400 Men's New Madras Shirts

Sizes 14 to 17

\$2.45

New crisp shirts of fine quality printed madras, full and accurately sized, excellent in style, fit and workmanship. In narrow, medium or white stripes, in blue, lavender, green or black—all fast colors. Made in plain negligee style with soft double cuffs, centre plait and five buttons.

On Sale Tomorrow at 9 A. M.

GIMBELS—Main Floor

190 All Linen Satin Damask Table Cloths

Pure Irish Linen: 70x70 Inches

\$8.50 each

Full-bleached cloths; the sturdy lustrous quality which you always want but seldom find at this price except in a Gimbel April Drive. Shamrock pattern. No matching napkins.

150 Dozen Irish Damask Napkins

\$4.75 Dozen

Linen and cotton; five pretty patterns; hemmed, ready for use.

On Sale Tomorrow at 9 A. M.

GIMBELS—Second Floor

268 Solid Mahogany Chairs or Rockers

\$15.00

A most exceptionally low price for such well constructed, attractively designed chairs. Wing effect with cane seat and back. Medallion in centre panel.

A similar chair with a velvet cushion seat in blue or mulberry \$18.00

GIMBELS—Seventh Floor

1000 Women's Wraps: Suits: Frocks

Grouped at the Remarkably Moderate Price of

\$39.50

HUNDREDS and hundreds of chic Easter costumes will emerge from this event! Whether you want a suit or a frock and wrap—and even if you had intended to pay more than \$39.50—do see these wearables.

The Coats

450 of them—and what beauties! Such fabrics, such lines, such tailoring! Bolivia, serge, polo cloth, wool velour, tricotine, taffeta, llama cloth—it doesn't sound like a list of \$39.50 coat fabrics! Most of them silk lined throughout, some half lined with silk; a few are unlined. The right colors—the newest styles. Very, very special. Two are pictured at the right.

The Suits

include a generous group of navy tricotines—yes, at \$39.50! Well cut, well finished and effectively fashioned. Short coats with braid—in a slightly flaring style—as pictured. Also longer coats with straight lines and narrow belts. Most of them are navy tricotine, some are navy Poirer twill and serge. Silk lined.



The Dresses are taffetas of great charm; two splendid models with most effective stitching of dull metal threads. One model has pretty panniers, the other a frilled tunique—pictured. Navy blue and black, for the most part. All sizes. GIMBELS FASHION SALONS—Third Floor

Where Thrift and Fashion Go Hand-in-Hand The Easter Millinery Occasion of 1920

The April Drive Brings Added Values in Untrimmed Hats: Tailored Hats: Trimmings

Imported Body
Flats, \$2.95

Milan Hemp Dress
Shapes, \$2.25

in fancy weaves and best colors.

in black, brown, navy, sand.

Hemp Tailored Hats, \$3.95

in sand, black, navy and brown.



The April Drive Brings Added Values in Untrimmed Hats: Tailored Hats: Trimmings

Lisere Dress
Shapes, \$1.95

Children's Hats
\$3.95

large hats—in black for the most part.

poke style in black and navy; steamers.

Fancy Ostrich Bands, \$2.95

the best color of the season.

GIMBELS MILLINERY OCCASION IN PROGRESS ON MAIN FLOOR, Third Floor and Subway Balcony

50-Piece American Porcelain Dinner Set

Complete Service for 6 Persons

\$10.95

A charming set in a charming pattern of large pink roses and gold lines. April Drive Value—and you know what an April Drive Value means!—If you don't come, see the dinner set. It's eloquent!

For summer cottages and bungalows—to save the service you've paid more for—or to use for formal occasions—you couldn't make a better choice. Only once a year at this price—remember!

On Sale Tomorrow at 9 A. M.

GIMBELS—Fifth Floor

Women's Pure Silk Lace Stockings

For One Day Only

\$4.48

Less—we wish we could tell you how much less than you'd regularly have to pay—but most women won't have to be told that this is the chance that comes once in a season. Pure silk from top to toe; full fashioned lace foot effect. Black only. Price Includes Federal Tax.

Women's Pure Silk Stockings \$2.11
Pure grain silk of good heavy weight. Full fashioned wide elastic like tops and soles. Black only. Price Includes Federal Tax.

On Sale Tomorrow at 9 A. M.

GIMBELS—Main Floor

1000 Yards of Tub Silk for Shirting

Offering Remarkable Value at

\$2.90 a yard

An excellent silk, white with colored stripes, offered for this one day only, at the lowest price this quality shirting has yet been offered this season.

On Sale Tomorrow at 9 A. M.

GIMBELS—Second Floor

Famous Cannon Brand Bleached Sheets

Size Before Hemming, 81x99 inches.

\$2.55 each

Only 1200 in the lot—and if you've shopped on sheets lately, you know how lucky you'll be to get them at this price.

1800 Cannon Brand Pillow Cases to Match, 58c each

Size Before Hemming, 45x38½ inches.

Only 1800 in this lot—Worth-while coming early for, aren't they?

On Sale Tomorrow at 9 A. M.

GIMBELS—Second Floor

Women's Pumps and Oxfords

New styles just received

\$7.45

An Oxford with a military heel and a one eyelet pump with a leather Louis heel, both welt soled, in mahogany tan leather. In full range of widths and sizes.

On Sale Tomorrow at 9 A. M.

GIMBELS—Second Floor

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways